

Rep Order# 9808842 Ver# 3 Status Revised
EC'd No

Traffic Order#

Printed: 08/30/2012 4:05 PM
Last Received: 08/30/2012 4:01 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station EKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product DSCC IE
Estimate# 1703
Buyer Meredith Kaufman
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1703
Flight Dates 08/29/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-DATES CHANGED TO 9/5-9/10. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*1	W-F,M	5A-6A	GOOD MORNING CINCINNATI (SIMULCAST	:30	\$75.00	09/05-09/10	2	1	2	\$150.00	
				V3 Days Changed, Effective Dates Changed								
	*2	W-F,M	6A-7A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$125.00	09/05-09/10	2	1	2	\$250.00	
				V3 Days Changed, Effective Dates Changed								
	*3	W-F,M	7A-8A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$225.00	09/05-09/10	2	1	2	\$450.00	
				V3 Days Changed, Effective Dates Changed								
	*6	W-F,M	10P-1035P	LOCAL NEWS AT 10P	:30	\$375.00	09/05-09/10	2	1	2	\$750.00	
				V3 Days Changed, Effective Dates Changed								

---REPORT TOTALS---

Report Totals: 8 / \$1,600.00

---SALES MONTHLY TOTALS---

Sep 12: 10 / \$1,875.00

Sales Totals: 10 / \$1,875.00

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Station Totals: 10 / \$1,875.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$127,551	CABL 0%	EKRC 1%	UNKN 0%	WBQC 0%	WCPO 27%
		WKRC 33%	WLWT 24%	WSTR 2%	WXIX 9%	

Books null
Demos RA35+

Rep Order# 9808842 Ver# 1 Status New
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--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F,M	5A-6A	GOOD MORNING CINCINNATI (SIMULCAST	:30	\$75.00	09/04-09/10	2 P2	1	2	\$150.00	
	2	TU-F,M	6A-7A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$125.00	09/04-09/10	2 P2	1	2	\$250.00	
	3	TU-F,M	7A-8A	GOOD MORNING CINCINNATI (NOT SIMUL	:30	\$225.00	09/04-09/10	2 P2	1	2	\$450.00	
	4	SU	1P-2P	LAW & ORDER	:30	\$125.00	09/09-09/09	1 P3	1	1	\$125.00	
	5	SU	3P-4P	LAW & ORDER: CI	:30	\$150.00	09/09-09/09	1 P3	1	1	\$150.00	
	6	TU-M	10P-1035P	LOCAL NEWS AT 10P	:30	\$375.00	09/04-09/10	2 P2	1	2	\$750.00	

---REPORT TOTALS---

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---COMPETITIVE---

Market Totals	\$127,551	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPO	27%
		WKRC	33%	WLWT	24%	WSTR	2%	WXIX	9%		

Books null
Demos RA35+

Spot Manager: All, 08/28/12-09/10/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Democratic Senate Campaign Committee												
Agency: Great American Media												
Station: EKRC-TV												
Order: 53522												
Line: 1												
09/05/12	Wednesday		:30	\$75.00		5a Good Morn Cincinna 5a-6a		DSCC IE	1703	P-2	2	MWASH
09/06/12	Thursday		:30	\$75.00		5a Good Morn Cincinna 5a-6a		DSCC IE	1703	P-2	1	MWASH
											2	
Line: 2												
09/05/12	Wednesday		:30	\$125.00		6a Good Morn Cincinna 6a-7a		DSCC IE	1703	P-2	2	MWASH
09/10/12	Monday		:30	\$125.00		6a Good Morn Cincinna 6a-7a		DSCC IE	1703	P-2	1	MWASH
											2	
Line: 3												
09/05/12	Wednesday		:30	\$225.00		7a Good Morn Cincinna 7a-8a		DSCC IE	1703	P-2	2	MWASH
09/10/12	Monday		:30	\$225.00		7a Good Morn Cincinna 7a-8a		DSCC IE	1703	P-2	1	MWASH
											2	
Line: 4												
09/09/12	Sunday		:30	\$125.00		Sat-Sun Rotation	(1:00:00 PM-2:00:00 PM)	DSCC IE	1703	P-3	1	MWASH
											1	
Line: 5												
09/09/12	Sunday		:30	\$150.00		Su 12p-7p	(3:00:00 PM-4:00:00 PM)	DSCC IE	1703	P-3	1	MWASH
											1	
Line: 6												
09/05/12	Wednesday		:30	\$375.00		10 Local12 News Billbo: 10p-1035p		DSCC IE	1703	P-2	1	MWASH
09/07/12	Friday		:30	\$375.00		10 Local12 News Billbo: 10p-1035p		DSCC IE	1703	P-2	2	MWASH
											2	
											10	
											10	
											10	
											10	
											10	

[Filtered by:] [Sorted by: Station]